

Gaming Marketing Conference / Casino Affiliate Convention To Be Held April 15-16 In Amsterdam

For Immediate Release

NEW YORK/EWORLDWIRE/March 23, 2004 --- Ticonderoga Ventures, Inc. announces both the Gaming Marketing Conference and the Casino Affiliate Convention, which will be held on April 15 - 16, 2004 in the city of Amsterdam at the NH Grand Krasnapolsky Hotel.

Both events cover marketing and advertising for the casino and sportbook industry to European Union countries. They are at the same location and on the same dates.

The Gaming Marketing Conference (<http://www.GamingMarketingConference.com>) focuses on marketing for land-based casinos and sportsbooks to Europe for just that purpose. In addition, pending legislation within the United Kingdom and the European Commission may bring a rapid growth to the industry.

The Casino Affiliate Convention (<http://www.CasinoAffiliateConvention.com>) will cover online casino and sportsbook marketing to European countries. Europe has become a "new frontier" for the online gaming industry as well. Pending legislation in the United Kingdom and the European Commission has also created a heightened interest among online gaming operators. Over 180 online gaming executives attended the Casino Affiliate Convention event in 2003. For both internet casinos and sportsbooks, European online marketing and affiliate marketing has already become an established and proven form of marketing over the internet.

Speakers at this event will be executives from companies such as:

- Casinos de Catalunya (Barcelona)
- Casino Olympic (Estonia)
- eSpotting
- Big Cat Communications
- GoldenPalace.com
- European Gaming & Technology (Finland)
- Empire Poker
- MegaPanel (in Association with Nielsen/Netratings)
- Phantom Fiber
- Search Engine Optimization Guru
- SurfConnect
- Atlas DMT
- Casino Web Cam
- BARCO
- Lyceum Media
- Casinomeister
- Assissa
- Golden Star Network
- Reviewed Casinos

Each will speak objectively about increasing European players and conversion rates for both casinos and sportsbooks (online and traditional).

The keynote speaker is Ewout Keeulers (ULYS Law firm). He will discuss various laws in each E.U. nation for gambling related advertising.

For more information, please visit the website (<http://www.GamingMarketingConference.com>) or contact:

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Caisno Affiliate Convention, L.D.C.

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